

We claim:

1. A display box for housing and retaining cylindrical containers with a portion of their lateral surface visible through a window provided in the box, comprising four side walls having lower ends and, respectively, upper ends from which there project a bottom lid and respectively a top lid, and elongate flaps in which creasing lines, cuts or holes are provided along which said flaps are folded with at least one portion thereof being in contact with and being glued onto the inner surface of the side wall from which each flap projects, at least one of the lower flaps forming for the container a support which is spaced from the bottom lid of the box, while the upper flaps form, for the top of the container, a pressing structure which is spaced from the top lid of the box, wherein each of the upper flaps is folded and partly glued onto itself such as to lie substantially flat and coplanar with that side wall of the box from which it projects when said flap is in its extended position with a portion thereof projecting from the upper end of the box but, by simply turning the flap over towards the box interior, to undergo deformation and to automatically form a surface arranged to rest and press on the top of a container inserted into the box, causing the substantially semiarch-shaped edge of an aperture provided in a portion of said flap to simultaneously project towards the interior of the box, such that the cylindrical upper lateral surface of a container inserted into the box is securely retained laterally by said semiarch-shaped edges of the upper flaps and at the same time is pressed by said flaps towards and against the support for the container base.
- 25 2. A display box as claimed in claim 1, wherein each of said upper flaps is divided into eight separate consecutive flap portions separated

from each other by parallel folding lines, in the first two flap portions closest to that side wall of the box from which they project there being provided a large profiled hole extending on both sides of the folding line which separates said first two flap portions from each other, an elongate 5 aperture being provided in the fourth and fifth flap portion on one and on the other side of the folding line which separates them, said aperture being bounded by said substantially semiarch-shaped edge which is provided in said fifth flap portion.

3. A punched and crease-lined cardboard sheet for forming a display 10 box in accordance with claim 1.

4. A punched and crease-lined cardboard sheet for forming a display box in accordance with claim 2.